

SUSTAINABLE SUCCESS: MOTIVES AND SMALL-SCALE CHARITY SPORT EVENTS

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Abstract

Charity sport events are an effective and fun way to raise money for non-profit organizations and charitable causes. As more annual events are occurring, it is crucial to understand the primary consumers and contributors of charity sport events. Specifically, understanding the motives of charity event participants and sponsors is fundamental to not only increasing the event popularity but also sustaining it. Previous charity sport researchers have indicated that participant motives generally fall into three categories: social, health, and advocacy (Won et al., 2010), while sponsor motives are primarily philanthropy or social responsibility and increased brand recognition (Abratt et al., 1987). The purpose of this study was to discover if these same participant and sponsor motives hold true for a small-scale charity sport event. Participants and sponsors of the 2018 CoopStrong 4-Miler (n=256) were asked to complete an online survey consisting of demographic and open-ended questions regarding motives and their involvement in the CoopStrong event. The survey data were then analyzed using Nvivo 12 software. Using open-coding the researcher determined the most salient participant and sponsor motives. The results indicated that both participants and sponsors were motivated by four main themes. These themes were categorized as *Personal Connection*, *ALS Awareness*, *F3/FiA Involvement*, and *Fitness*. Due to underperformance and lack of participation, almost 1,000 charity sport events were cancelled in 2017 (Kadet, 2011). Consequently, CoopStrong and other charities must continue to better understand event sponsor and participant motives to ensure future and sustainable success.

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Sustainable Success: Motives and Charity Sport Events

Charity sport events are defined as special events where participants perform some form of physical exertion and raise funds for a charitable organization based upon the activity performed (Filo, Funk, & O'Brien, 2011). This often includes road races, bike-a-thons, and triathlons, but can take form in many ways. These events are an effective and fun way to raise money for non-profit organizations and charitable causes. Almost every U.S. community offers countless annual charity sport events for people of various athletic abilities. For example, in 2018 more than 1.3 million participants took part in over 2,000 of American Cancer Society's Relay for Life events (American Cancer Society Vital Statistics, 2018). MarketWatch (2011) reported there are an estimated 40,000 charity sport events per year. In 2017 alone, Americans gave over \$400 billion to charity (Giving USA, 2018). As charity sport events continue to gain in popularity such events have become valuable fundraising mechanisms for charitable organizations (Filo et al., 2011).

By aligning a sport event and charity, organizers can leverage the relationship with a charitable foundation to elevate the event, create awareness for the cause, and attract those that support the cause by donating a portion of an event's proceeds to the non-profit organization (Rundio, Heere, & Newland, 2014, p. 17).

Clearly, many have discovered charity sport events as an effective and fun way to raise money for different causes while also promoting charitable organizations.

The CROP Hunger Walk of 1969 was the first event to spark the trend of charity sport events (Kadet, 2011). Since then, charities and nonprofits continue to host fundraising events and participant numbers continue to increase. However, not everything about this first-of-its-kind

event should be considered a success. Kadet (2011) found that only about 48% of the proceeds collected from the CROP walks actually go toward the cause. This means that the other 52% is put towards expenses of the event such as t-shirts, signage, and race gear. In 2010, 30 of the largest sport-related fundraising companies cancelled almost 1,000 walks and runs due to underperformance and lack of participation and many charities have cancelled annual events altogether to focus on more basic fundraising methods, such as online credit card donations (Kadet, 2011).

Therefore, the purpose of this study is to understand charity sport events and specifically, why participants and sponsors choose certain small-scale charity sport events to donate to and be a part of. To do so, participants and sponsors of the 2018 CoopStrong 4-Miler, a small-scale charity sport event were surveyed regarding their personal motivators. The results were then compared to previous research completed on large-scale charity sport events. Given that charity sport event participants and sponsors are the main consumers of the events, it is vital for charity sport event organizers to better understand both groups' motives. An overview of the literature related to charity sport event participation and sponsorship first will be provided.

Participant Motives

Demographics. While participating in charity sport events attracts all types of people, individual demographics can have an impact on a participant's motivations. For example, Schlegelmilch and Tynan (1989) found that women prefer to support charities related to medical and health causes while men tend to choose arts and humanities charities. Similar to gender, age also can have an influence on a participant's motivation. Won, Park, and Turner (2010) found that older people are more likely to be motivated by altruistic causes, while younger people are less likely to be motivated by this. Age and gender are just a couple of the demographics that

play a factor in charity sport event participation motives and are important to keep in mind when examining charity sport event participant motivations.

Along with demographics, research has indicated that motivation for participating in charity sport events can be divided into three aspects. These aspects are social, health, and advocacy. The following explains how each aspect affects participant motivation in charity sport events.

Social as a Participant Motive. Socialization is an important factor in what drives people to participate in community events; sport-related events are no exception. Filo, Funk, and O'Brien (2011) describe social motivation as a motive for individuals to “participate in sport events with friends and family, to meet new people, or reunite with past participants” (p. 495). The social aspect of an event helps individuals view it not only as a communal event, but also a personal experience for participants to enjoy while being with others.

Social motives are important for event participation. For example, Lough, Pharr, and Geurin (2016) surveyed participants of the BolderBOULDER 10k, an annual road race. They discovered that there were four major themes among individuals' responses regarding participation – Family, Event Experience, Health, and Empowerment. Family was the most salient response, mentioned by over half of participants, and recognized as the most important theme for event organizers to consider. This theme was further sub-categorized into Tradition, In Memory Of, Friendly Competition, and Bonding (Lough et al., 2016). The Family theme and sub-themes related to social motivation. The BolderBOULDER 10k event was important for families to get to spend time together and grow closer. The event served as a special way for family members to be together and have fun, and for some turned into an annual tradition.

To give another example, Won et al. (2010) surveyed participants from two Relay for Life events and found that Philanthropy was the most important motivation, followed by Family Needs, Group Collaboration, Social/Entertainment, Sports, and External/Benefits. Although Social/Entertainment was not as salient, it was still a very important factor of charity sport events to participants. Participating in sport events is outside of people's everyday routines, making it a fun and unique activity to be a part of. "Participants considered social affiliation and entertainment options as one of the critical benefits that the RFL [Relay For Life] event provided" (Won et al., 2010, p. 31). Thus, it was clear that the social aspect is an important motive for charity sport events.

Health as a Participant Motive. The "sport" part of charity sport events makes Health seem like an obvious motive to some (cf. Warner, 2018). Consequently, Health as a motive for charity sport participation has been a common theme in previous research studies. Studies completed by Rundio, Heere, and Newland (2014) and Lough, Pharr, and Geurin (2016) are just a few examples of this.

Rundio and colleagues (2014) examined cause-related events versus non-cause-related events regarding participant motivation. For non-cause-related sporting events, they found that there were two main motives for participating, which were Weight Concern and Training & Participating to Stay Healthy (Rundio et al., 2014). Both motives were closely related to each other and focus on the health benefits that participants seek in a sporting event. Weight concern concentrates on becoming healthy while staying healthy is about maintenance. For cause-related events, Health was not found to be a key motivator. Instead, Self-Esteem, Personal Goal Achievement, Competition, and Recognition or Approval were found to be the main motives for participation (Rundio et al., 2014). This does not mean that health cannot be a motive for

participating in cause-related sporting events. However, it was not a prominent motive in this particular research study.

As previously mentioned, Lough, Pharr, and Geurin (2016) found that Health was one of the four themes BolderBOULDER 10k event participants reported as a primary motive. The sub-themes for Health were Getting Healthy, Survive to Thrive, Defying the Odds, and Celebrating Life. These sub-themes held true for a wide variety of physical fitness levels and age among participants. Skill level could range from beginner to expert, individuals could be young or old, but still, the main motivators for individuals to participate remained similar. This is why health is such an important motivator for charity sport event organizers to recognize. It can have an effect on any person and can attract a wide variety of participants to an event.

Advocacy as a Participant Motive. Advocacy is another motive that is common among charity sport participants. Because other events do not have a cause connected to them, this motive is unique to charity sport events. Filo and colleagues (2011) and Won and colleagues (2010) both highlighted the importance of advocacy as a motive in charity sport events. Filo et al. found that there were two categories of motives for charity sport event participation: Recreation-Based motives and Charity-Based motives. The four sub-motives that went along with charity-based motives were Reciprocity, Self-Esteem, Need to Help Others, and Desire to Improve the Charity. Reciprocity concluded that “an individual participates in a charity sport event because they have benefited from, or anticipate benefiting from, the charitable organization” (Filo et al., 2011, p. 496). The Self-Esteem sub-motive was the notion that participating or giving to a charitable cause improves an individuals' self-worth or makes them feel better about themselves. Need to Help Others described people who wanted to fundraise or give the money required in event registration to donate to the cause. Lastly, the Desire to

Improve the Charity was simply that participants believe donating would have a positive impact on the cause or charitable organization (Filo et al., 2011).

Won et al. (2011) provided another example of advocacy as a major motivation for charity sport events. More specifically, the most important motivation for charity sport participation was found to be philanthropy or philanthropic motives. “Philanthropic motives (e.g., supporting the medical foundation and helping with cancer patients) were far and away the most important reason for participating in the CSEs [Charity Sport Events] in this study” (Won et al., 2011, p. 29). Won et al. chose to name the motive Philanthropy because it “includes items pertaining to altruistic motivations and helping the cause and NPOs [Non-Profit Organizations]” (Won et al., 2011, p. 27). This is very closely related to Advocacy, which is public support for a certain cause.

Sponsorship Benefits and Motives

Along with participant motives, it is important for event organizers to understand sponsorship and sponsor motives. It is rare to find a charity sport event without sponsors, whether they are corporate or individual sponsorships. Sponsorship makes an event possible by covering necessary expenses while offering a variety of benefits to the sponsors. Sponsorship benefits include increased brand recognition and social responsibility (Abratt, Clayton, & Pitt, 1987). Commonly, companies sponsor events in which their target consumers are likely event participants (Abratt et al., 1987). For example, a bicycle shop is more likely to sponsor a cycling event. Individuals sponsor events in which they have a personal connection to the cause. Regardless of the motive, sponsorship makes a large impact and provides benefits to charity sport events.

Sponsorship is a cash or in-kind fee paid to a property (typically in sports, arts, entertainment, or cause) in return for access to the exploitable commercial potential of that property (Woisetschlager, Backhaus, & Cornwell, 2017). In regard to sponsoring sporting events, there are five methods of sponsorship: sponsorship of sport in general, a sport in particular, a competition within a sport, a team within a competition, or an individual sportsman (Abratt et al., 1987). When discussing charity sport event sponsorship, the most common form of sponsorship is sport in general. Typically, organizations that sponsor sport in general do so because of philanthropic motives and to benefit the overall society (Abratt et al., 1987). This aligns with the purpose of small-scale charity sport events, which can draw a large number of participants that may be the target market of a potential sponsor.

Benefits of Sponsorship. Sponsoring events can have many benefits for a company, so if the funds are available sponsorship can be a smart move to increase the overall popularity of a brand. Abratt et al. (1987) found that corporate objectives in becoming involved in sponsorship include community involvement, increase public awareness of the company, alter public perception of the company, and identify with a particular market segment.

Depending on the event, sponsors intend to reach people who are likely to buy their product and support their business. For example, if an athletic equipment store sponsors a road race, the participants of the race are more likely to buy from the store. Cornwell and Coote (2005) found that organizational identification has a strongly positive and significant effect on sponsorship-linked purchase intent. “Sports sponsorship is being used as a method of communicating the message of the sponsor to its target market.” (Abratt et al., 1987, p.305). When considering the benefits of sponsorship, companies should choose to sponsor events that will reach their ideal consumers to get the most out of the investment.

Sponsor Motives. A common motivator for sport sponsorship is social responsibility. Social responsibility refers to an organization or individual's desire to have a positive impact on society. Local or small-scale events may not attract a large number of participants, which lessens the potential for sponsorship to directly increase profit for a company. In fact, 36.5% of corporate sponsors in a Canadian study stated that sponsorship had little value or the return on investment was inadequate (Copeland, Frisby, & Mccarville, 1996). This is why local event sponsorships are mainly a result of sponsors' awareness of social responsibility within a community (Abratt et al., 1987). Sponsoring events has a positive effect on a company's image, which can lead to an increase in support of the business. This is further supported by a study completed by Cornwell and Coote (2005) that stated, "Consumers may be motivated to support sponsors of NPOs (Non-profit organizations) because of their identification with its goals and mission" (p. 269).

Impact of Sponsorship on Event. While companies reap many benefits from sponsorship, the impact that the company has on the event is important, as well. Often times charity sport events cannot occur without the financial benefits of sponsorships. "In sponsorship-linked marketing, the donation (or sponsorship fee) comes first and makes the event possible, and then there is a hoped-for change in consumer attitude or behavior" (Cornwell et al., 2005, p. 268). In 2014, sponsorship spending was around \$55 billion worldwide (Scheinbaum & Lacey, 2015). Unlike typical investments, companies do not see an impact right away. The positive effects that sponsorship and donations have on the company come later and leave a lasting impression on consumers.

A positive impact that sponsorship has on a charity sport event is the potential to increase participation and awareness of the event. Sponsors often have the ability to widely market an

event through word-of-mouth and written advertisements to their consumers. Providing information to people will increase participation, raise awareness for the cause, and bring in more donations for the charity. Social Identity Theory also plays a factor in the impact of sponsorship. Cornwell and Coote (2005) defined Social Identity Theory as “people will place themselves and others into social categories such as sports participant, organizational member, or political group” (p. 269). When individuals see that a brand or company associates themselves with a certain cause, they will likely have the desire to participate in the same cause.

Charity sport event participants and sponsors are the main consumers of events. Therefore, participant and sponsor motives are crucial for event organizers to understand to ensure the success of both the event and charity. While some research has pointed towards large-scale charity sport events and provides a starting point, less has been done on small-scale charity sport events. Gibson, Kaplanidou, and Kang (2012) define small-scale sport events as minor events where there are typically more competitors than spectators, usually held once a year, and receive little national media interest and less economic activity than large-scale events. The purpose of this current research is to explore if the participant and sponsor motives for large-scale charity sport events revealed thus far in research hold true for a small-scale local charity sport event.

Methodology

Research Context and Participants. CoopStrong is a charitable fund of The Community Foundation of NC East founded in Greenville, North Carolina. CoopStrong was formed in honor and memory of Nelson Cooper, a professor in Recreation and Park Management at East Carolina University (ECU). Better known as “Coop”, Nelson is credited with growing F3 ENC, a free peer-led men’s workout group with a mission to strengthen male leadership in the

community. FiA ENC is the female counterpart group to F3 ENC. Cooper was diagnosed with ALS in June 2016 and passed away in May 2017. CoopStrong seeks to support families living with ALS, the ALS Association of North Carolina, and the research of Dr. Richard Bedlack of the Duke ALS Clinic. The organization also offers scholarships to Recreation and Park Management students at ECU. To keep the legacy of Nelson Cooper alive and support these causes, CoopStrong hosts a variety of fundraising events throughout the year.

On March 24, 2018, CoopStrong held their inaugural CoopStrong 4-Miler. This annual event offers a four-mile road race, four-mile ruck, or one-mile “fun run”. A total 395 people ranging from 5-66 years old participated in the CoopStrong 4-Miler and the event raised approximately \$15,214.

Instrument. A 17-item online survey was designed to better understand the experiences of participants and sponsors of a small-scale charity sport event. The survey consisted of both demographic and open-ended questions. Eleven open-ended items were specifically designed to discover if motives for the CoopStrong 4-Miler are consistent with the participant and sponsor motives found in previous large-scale event research (e.g., Kadet, 2011; Lough, Pharr, & Geurin, 2016; Won, Park, & Turner, 2010). The items were reviewed by two experts with knowledge in qualitative and motivational research and a member of the CoopStrong executive board.

Procedure and Analysis

After IRB approval was received and with the support of the organization, 2018 CoopStrong 4-Miler sponsors and event participants (n=256) were asked via email to complete the 17-item online survey. Of these, 30% of participants (n= 69) and 32% (n=9) of sponsors returned usable surveys and provided the data for this research. Using open-coding with the aid

of NVivo 12 software, the primary researcher analyzed the data to determine the participants and sponsors motives for the event. These findings were then compared to determine differences between the groups. Lastly, the research findings were compared to previous charity sport research to determine if the findings were similar to those found in large-scale event research.

Results

A total of 92 surveys were received from the CoopStrong 4-Miler participants and sponsors, however, only 78 surveys were able to be used for analysis. The results suggested that both participants and sponsors were motivated by four main themes. These themes were categorized as *Personal Connection*, *ALS Awareness*, *F3/FiA Involvement*, and *Fitness*. Each of these themes are defined and representative sample responses are provided in order of their salience.

Personal Connection. The *Personal Connection* theme highlighted that individuals knew Dr. Cooper or the Cooper family and had a direct relationship with them. Of the participants surveyed, 42.5% indicated this motive, while 67% of sponsors noted this same motive, making it the most common among surveyed individuals. An example of a personal connection included: “I knew Nelson Cooper personally. I've supported the CoopStrong foundation from the beginning...I consider the Coopers my friends.” The terms “friend” or “relationship” were mentioned a total of 19 times in individual survey responses. Below are examples of responses for each of the terms. A 45-year-old female participant gave the following answer for why she was motivated to participate:

Coop and I knew each other for 20+ years; I had the privilege of working with him in the RCLS Department at ECU for 11 years. He was a true *friend*. My family participates to

support the ALS cause financially, to show gratitude for being healthy and able to walk, and to honor Coop's memory.

A 25-year-old male participant responded to the survey by saying, “The biggest motivator for me was my personal *relationship* with Nelson Cooper, and desiring to support the Coopers, i.e. a sincere belief in the cause and personal tie to it. Plus wanting to do a race/running event.” Overall, Personnel Connections was the most salient theme and noticeably a motivating factor for this small-scale event.

ALS Awareness. The theme *ALS Awareness* included responses that noted the desire to support CoopStrong’s mission of aiding ALS research and affected families. Ten participants specifically mentioned “ALS”. An adult male who was 42 years old and a female aged 46 who traveled over 100 miles to participate provided the following responses to why they participated in the CoopStrong 4-Miler and the importance of ALS Awareness as a motive:

There were a few motivations for me to participate... being a medical professional I have seen first-hand the course that *ALS* can take and how difficult this can be from a medical, financial, familial, and spiritual perspective.

The main reason is because we have known many people with *ALS*. We see what *ALS* does to the person and the entire family... We are supportive of what they are doing for the *ALS* foundation. It is awesome to see how passionate they are in helping others that are affected by *ALS*.

Another noteworthy response was from a sponsor who stated, “This disease is so horrible. [I am] happy to help with raising money for research.” Approximately 22.5% of participants and 22%

of sponsors reported being motivated by *ALS Awareness*. Thus, the advocacy component of this small-scale charity sport event was the second most salient theme mentioned by respondents.

F3/FiA Involvement. The *F3/FiA Involvement* theme was defined by respondents that chose to be a part of the CoopStrong 4-Miler due to his or her tie to the workout groups. As noted, Dr. Nelson Cooper was an integral part of forming and growing F3 ENC in the Greenville area, which spurred the formation of FiA ENC. His story was well-known among the F3 and FiA communities in many different regions. One participant noted, “I am a member of *F3* Greensboro and once I heard about Coop's story, it was a no-brainer to participate.” Another example of the *F3/FiA Involvement* motive was a female from the Greenville area who said:

My husband joined *F3* several years ago and got to know Coop. I joined *FiA* and was also active for about a year before going back to running. Races are fun and most of our family and some friends participate.

F3/FiA Involvement was a strong motivator for many participants, with either “F3” and/or “FiA” being noted by survey respondents 21 times. One participant, in particular, travelled quite far to support CoopStrong due to their involvement with F3 and FiA. The 56-year-old female stated:

I've supported the CoopStrong foundation from the beginning and participate in all fundraisers... I've participated in *FiA* but not consistently. My husband, however, participates in *F3* regularly, even after we moved 165 miles away! Nelson made a huge impact on his life.

Similar to *ALS Awareness*, 22.5% of participants were motivated due to *F3/FiA Involvement*. However, only 11% of sponsors mentioned this as their primary motive.

Fitness. The *Fitness* theme included participants and sponsor motives that indicated they enjoyed running, were training for another event, or had set a personal goal to complete the race. The terms “run,” “running,” and “training” were mentioned 17 times by participants and sponsors. One sponsor stated that “supporting CoopStrong was an easy decision for us. I can also say that being involved in *running* events helps my business get in front of many runners and walkers which we cater to with our inventory selection.”

A female participant wrote, “I was *training* for another race at the time & our coach told us about the race. It fit in with our training schedule, so I signed up to run.” Regarding setting a personal goal, one 37-year-old participant stated, “I’m not a runner. Mainly, I did the race to prove to myself that I could do it.” Roughly 22.5% of participants and 11% of sponsors reported *Fitness* as their motive for their involvement in the CoopStrong 4-Miler. Given the physical activity component required for this particular event, it was not surprising that *Fitness* was a motivator.

Discussion

Overall, it was evident that *Personal Connection* and *F3/FiA Involvement* were salient contributing motives for a small-scale charity sport event revealed through this study. To the researcher’s knowledge, these themes have not been noted in prior work. Meanwhile, *ALS Awareness* and *Fitness* align with previous charity sport research, which similarly noted advocacy and health as key motives of participation. These four themes will be discussed in relation to the literature.

Personal Connection. As noted, the *Personal Connection* theme was seemingly unique to the CoopStrong 4-Miler participant and sponsor motives due to the organization being

founded in memory of Dr. Nelson Cooper. Typically, large-scale events, such as Relay for Life or the CROP Hunger Walk, are not associated with a particular person. Relay for Life is the signature fundraiser of the American Cancer Society held in communities across the United States (Relay for Life, 2019). While participants may be involved in large-scale events such as these to support and honor other people, they do not necessarily have a direct personal connection to the organization like in the case of CoopStrong.

Very little research has been done specifically on small-scale charity sport events. However, as previously mentioned, research from the BolderBOULDER 10k, a small-scale event in Boulder, Colorado, discovered four themes for participant motives. These themes were Family, Health, the Event Experience, and Empowerment (Lough et al., 2016). Due to the BolderBOULDER 10k not being created in memory of a specific individual like CoopStrong, *Personal Connection* was unlikely to be a motive. More research on small-scale charity sport events that were created in memory of an individual is needed to discover if the *Personal Connection* theme is a motive for participation and sponsorship unique to these events.

ALS Awareness. *ALS Awareness* as a motive corresponds with the advocacy motive noted in prior research. Filo, Funk, and O'Brien (2011) found that participants who were motivated to improve the charity associated with an event believed donating would have a positive impact on the cause or charitable organization. This same belief was shown by respondents from the CoopStrong 4-Miler. Cornwell and Coote (2005) found that sponsors may be motivated to support particular non-profit organizations because of their identification with its mission and goals. This was evident from the CoopStrong 4-Miler sponsors, as well.

F3/FiA Involvement. *F3/FiA Involvement* was exclusive to the CoopStrong 4-Miler and not shown in prior research. Exactly 19 participants and sponsors listed their involvement in F3

and FiA as their main motive for partaking in the CoopStrong 4-Miler. All of these respondents also travelled less than 25 miles to attend the event, except one of those individuals travelled between 101 and 300 miles; however, this participant mentioned that she had recently moved away from the region. Existing in only a combined 26 states, F3 and FiA would not typically have a strong presence at most charity sport events (Workout Locations, 2019). *F3/FiA Involvement* was unique to the CoopStrong 4-Miler likely because those that mentioned this were from the local area, and because of the impact that Nelson Cooper had on the F3 ENC and FiA ENC communities. This theme also provides insight into the importance and support of community groups for such small-scale events.

Fitness. Similar to *ALS Awareness*, the *Fitness* theme discovered as a motivation to participate in small-scale charity sport events also has been observed in prior research. Lough, Pharr, and Geurin (2016) noted Health as a primary motive for participation in the BolderBOULDER 10k, which corresponds with the CoopStrong 4-Miler *Fitness* theme. Rundio and colleagues (2014) noted that charity sport event participation motives included general health orientation, personal goal achievement, and weight concern. These motives are parallel with the *Fitness* theme found among the CoopStrong 4-Miler respondents, which included individuals who enjoyed running, were training for another event, or had set a personal goal to complete the race. According to Rundio et al., the top motive for charity sport event participation was personal goal achievement. This also was supported by the results, as 19 CoopStrong 4-Miler participants and sponsors noted *Fitness* as an important motive.

Conclusion

In conclusion, better understanding the motives of small-scale charity sport event participants and sponsors is fundamental to event sustainability. As noted, small-scale charity

sport events are known to, unfortunately, often fail to meet their participation and fundraising goals. Due to underperformance and lack of participation, these events have trouble sustaining themselves over the years (Kadet, 2011). As a result, it is imperative for practitioners to consider these results in light of this. Specifically, practitioners need to understand the value participants and sponsors place on *Personal Connection* and *F3/FiA Involvement*. This needs to be continually embedded in the marketing and management of a small-scale charity sport event. For example, the CoopStrong 4-miler is usually held on or around Dr. Cooper's birthday, which further promotes the *Personal Connection* many have to the event. The *F3/FiA Involvement* theme is important for practitioners to also consider, as well. Having a community group support an event is key to the event sustaining itself. The *ALS Awareness* and *Fitness* themes were supported by previous research and unsurprising but should not be overlooked by event managers as important participant and sponsor motives. Managers should rightfully expect these motives in a charity sport event and should continue to highlight and reinforce them within the event. In summation, small-scale charity sport events must be cognizant of what is driving participation and sponsorships. Implementing this knowledge in marketing and management of the event will help ensure that the event is sustained for years to come.

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